

ATTACHMENT B

Proposal Guide

1. Face Sheet

2. Proposal Summary

The proposal summary appears at the beginning of the proposal and outlines the project. This should follow the cover page and it should be brief; no longer than two or three paragraphs. This summary document represents the foundation of the proposal. This information will give committee members with no prior knowledge of the topic a brief overview.

3. Introduction to the Organization

This is a brief biography of the organization requesting funding. It should include the organization's goals and establish the credibility of the organization. This information may also include an organizational chart, financial reports, etc.

4. Problem Statement

The problem statement, or needs assessment, is a key element of a proposal. It should be a clear, concise, well-supported statement of what the problem is and why the proposed solution is needed. The problem statement should include a narrative of factual data including statistical information to support what the problem is and why the service is needed.

5. Project Objectives

Project objectives should clearly describe the goals of the project. Explain the expected results and benefits of each objective. These objectives should identify the changes the program will have on people's lives rather than the number of people served by this project. For example; a job training program should focus on people retaining a job for more than six months rather than focus on the number of people who completed the program.

6. Project Methods or Design

Outlines the tasks that will be accomplished with the available resources. Structure the project method as a time line. List the tasks and deliverables that will have to be completed to meet the goals of the project. This will provide information on what personnel, materials, and other resources will be needed to carry out the tasks.

7. Project Evaluation

Develop an evaluation criteria to evaluate the progress towards project goals. It is important to define carefully and exactly how success will be determined. Ask yourselves what you expect to be different once the project is complete. Remember to think SMART (specific, measurable, accountable, results-oriented, and time-bound).

To be useful, the project evaluation should tell:

- who (individual, agency)
- is doing what (change in condition, behavior)
- to whom (target population), and
- why (bottom-line of the project)?
- when (change occurs by this specific date), and
- how that change is measured (what data shows changed condition or behavior)?

8. Future Funding

List expected sources of continuing funding after the conclusion of the requested proposal time period. List other sources and amounts of funding obtained for the project during this time period.

9. Summary Chart documenting Activities, Outcomes, and Measurements

10. Project Budget and Budget Narrative: (Attachment C)

Expenses should be outlined in detail in the budget narrative. Use the line item budget form. Use the budget narrative to explain how funds will be spent, estimated time frame for spending and by whom. The budget should also demonstrate consistency with project activities.